

REP HEADLINE# C258673
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
JUL31/12 09.0
*** WFLA-TV ***

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS
AGY # AGY. NAME THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6258673

CLASS: NATL. LOCAL REGIONAL

PRDCT LEADN JSICE FR POLT EST#1545 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE JUL31/12 09.06

REP: NEW ORDER
TEL \$38,650 @27X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEFEND JUSTICE FROM POLITICS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$800.00	10/19	10/19	1		FRI	1
AGENCY ADVERTISER CODE = 361												
AGENCY PRODUCT CODE = 379												
AGENCY EST# = 1545												
2			500P-530P	30		\$1,500.00	10/19	10/19	1		FRI	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
3			COOP-630P	30		\$2,000.00	10/19	10/19	1		FRI	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

NOV 01 2012

8/6/12 FCC (G)

REP HEADLINE# 6258673
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/19	10/19	1		FRI	1
5			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/19	10/19	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/19	10/19	1		FRI	1
7			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/22	10/22	1		MON	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/22	10/22	1		MON	1
9			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/22	10/22	1		MON	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/22	10/22	1		MON	1
11			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/20	10/20	1		SAT	1
12			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$650.00	10/20	10/20	2		SAT	2

REP HEADLINE# 6258073
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL31/12 09.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/20	10/20	1		SAT	1
14			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/21	10/21	1		SUN	1
15			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/18	10/18	1		THU	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/18	10/18	1		THU	1
17			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/18	10/18	1		THU	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/18	10/18	1		THU	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/16	10/16	1		TUE	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/16	10/16	1		TUE	1
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/16	10/16	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			500P-530P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1 : NWSCH8 AT 5P												

23			600P-630P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH												
CON COM1 : NWSCH												

24			600A-700A	30		\$1,250.00	10/17	10/17	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1 : NC8 TODAY@6AM												

25			700P-730P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : ENT TONIGHT 30												
CON COM1 : ENT TONIGHT 30												

26			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW												
CON COM1 : TODAY SHW												

OCT/12 38650.00 CONTRACT TOTAL 38650.00
 TOTAL SPOTS 27

MARKET TOTALS \$647,950 WFLA 19% WFTS 24% WTSP 20% WTVT 19% WTOG 4% WTTA 3% WMOR 8%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

New Media Firm, The
1322 G Street SE
Washington DC 20003

Defend Justice From Politics/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	38650	Campaign Ref:	E:120731121
Buyer:	..	Client/Product/Estimate:	361 /379 /1545	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06258673
Est./PO Number:	06258673	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Defnd Justice Fr Polit	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			38650

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	800	30 Comme	Nbr of Spots	1	1	800
2	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
3	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 6a News ...F..	1250	30 Comme	Nbr of Spots	1	1	1250
5	M-F 7p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
6	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1	1	1400
7	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots	1	1	2500
	M-F 1135p ET / 1035p CT Tonight						
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

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Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06258673
Est./PO Number:	06258673	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
8	Show M.....	800	30 Comme	Nbr of Spots	1	1	800
9	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
10	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
11	M-Su 11p NewsS.	2500	30 Comme	Nbr of Spots	1	1	2500
12	Sat 7a Today ShowS.	650	30 Comme	Nbr of Spots	2	2	1300
13	Sat 9a NewsS.	500	30 Comme	Nbr of Spots	1	1	500
14	Sun 9a NewsS	450	30 Comme	Nbr of Spots	1	1	450
15	M-Su 11p News ...T...	2500	30 Comme	Nbr of Spots	1	1	2500
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	800	30 Comme	Nbr of Spots	1	1	800
17	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots	1	1	1500
18	M-F 7a Today Show	1400	30	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

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Est./PO Number: 06258673	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
19	M-Su 11p News ..T....	2500	30 Comme	1		1	2500
20	M-F 530p News .T.....	1500	30 Comme	1		1	1500
21	M-F 7a Today Show .T.....	1400	30 Comme	1		1	1400
22	M-F 5p News ..W....	1500	30 Comme	1		1	1500
23	M-F 6p News ..W....	2000	30 Comme	1		1	2000
24	M-F 6a News ..W....	1250	30 Comme	1		1	1250
25	M-F 7p News ..W....	1500	30 Comme	1		1	1500
26	M-F 7a Today Show ..W....	1400	30 Comme	1		1	1400
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

Grand Totals				Month 10 Weeks: 4	
Totals		27	23	10/15	10/22
Spots					4

		Month 10 Weeks: 4	
		10/15	10/22
Cost	Totals		
		38650	6200

Grand Totals:

Spots:	27
Gross Total:	38,650.00
Commission:	5,797.50
Net Total:	32,852.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, The New Media Firm
do hereby request station time concerning the following issue:

Defend Justice From Politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Defend Justice From Politics

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>	
--	--

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Defend Justice From Politics, Inc., 8131 Vineland Avenue, PMB #168, Orlando, FL 32821

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Elizabeth Hernandez - President and Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/23/12

Date



Signature



Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E: 120731121
WFLA
INVOICE NUMBER 0100033228
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1545
Desc: 06258673

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh									
	800.00	1	1	10/19	FR	12:20A	30 TV103X12212H :30 Commercial	800.00	
M-F 5p News									
	1500.00	2	1	10/19	FR	05:23P	30 TV103X12212H :30 Commercial	1500.00	
M-F 6p News									
	2000.00	3	1	10/19	FR	06:13P	30 TV103X12212H :30 Commercial	2000.00	
M-F 6a News									
	1250.00	4	1	10/19	FR	06:57A	30 TV103X12212H :30 Commercial	1250.00	
M-F 7p News									
	1500.00	5	1	10/19	FR	07:10P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show									
	1400.00	6	1	10/19	FR	07:22A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News									
	2500.00	7	1	10/22	MO	11:17P	30 TV103X12212H :30 Commercial	2500.00	
M-F 1135p ET / 1035p CT Tonigh									
	800.00	8	1	10/22	MO	11:47P	30 TV103X12212H :30 Commercial	800.00	
M-F 530p News									
	1500.00	9	1	10/22	MD	05:56P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show									
	1400.00	10	1	10/22	MO	08:26A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News									
	2500.00	11	1	10/20	SA	11:11P	30 TV103X12212H :30 Commercial	2500.00	
Sat 7a Today Show									
	650.00	12	2	10/20	SA	07:28A	30 TV103X12212H :30 Commercial	650.00	
				10/20	SA	08:42A	30 TV103X12212H :30 Commercial	650.00	
Sat 9a News									
	500.00	13	1	10/20	SA	09:23A	30 TV103X12212H :30 Commercial	500.00	
Sun 9a News									

*** Continued ***

PERIOD COST	38,650.00	27 Total Units			
		ACTUAL GROSS BILLING	38,650.00	Debits	.00
		AGENCY COMMISSION	5,797.50	Credits	.00
		NET DUE	32,852.50	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Defend Justice From Politics
PRODUCT Defnd Jstce Fr Polt

INVOICE NUMBER 0100033228
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 32,852.50

REMIT TO:

*00210

000034365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034365 00000100033228 003285250 1



WFLA-TV

A MEDIA GENERAL STATION

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Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34365
New Media Firm, The
1322 G Street SE
WASHINGTON DC 20003

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Defend Justice From Politics
PROD: Defnd Jstce Fr Polt

2012
INVOICE DATE 10/28/12 E:120731121
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033228
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 361 /379 /1545
Desc: 06258673

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Su 11p News	450.00	14 1	10/21	SU	09:59A	30 TV103X12212H	450.00	
					*WFLA	:30 Commercial		
M-F 1135p ET / 1035p CT Tonight	2500.00	15 1	10/18	TH	11:29P	30 TV103X12212H	2500.00	
					*WFLA	:30 Commercial		
M-F 530p News	800.00	16 1	10/18	TH	11:59P	30 TV103X12212H	800.00	
					*WFLA	:30 Commercial		
M-F 7a Today Show	1500.00	17 1	10/18	TH	05:56P	30 TV103X12212H	1500.00	
					*WFLA	:30 Commercial		
M-F 7a Today Show	1400.00	18 1	10/18	TH	08:57A	30 TV103X12212H	1400.00	
					*WFLA	:30 Commercial		
M-Su 11p News	2500.00	19 1	10/16	TU	11:18P	30 TV103X12212H	2500.00	
					*WFLA	:30 Commercial		
M-F 530p News	1500.00	20 1	10/16	TU	05:43P	30 TV103X12212H	1500.00	
					*WFLA	:30 Commercial		
M-F 7a Today Show	1400.00	21 1	10/16	TU	07:59A	30 TV103X12212H	1400.00	
					*WFLA	:30 Commercial		
M-F 5p News	1500.00	22 1	10/17	WE	05:23P	30 TV103X12212H	1500.00	
					*WFLA	:30 Commercial		
M-F 6p News	2000.00	23 1	10/17	WE	06:10P	30 TV103X12212H	2000.00	
					*WFLA	:30 Commercial		
M-F 6a News	1250.00	24 1	10/17	WE	06:43A	30 TV103X12212H	1250.00	
					*WFLA	:30 Commercial		
M-F 7p News	1500.00	25 1	10/17	WE	07:10P	30 TV103X12212H	1500.00	
					*WFLA	:30 Commercial		
M-F 7a Today Show	1400.00	26 1	10/17	WE	08:49A	30 TV103X12212H	1400.00	
					*WFLA	:30 Commercial		
Total Airtime Gross Spot Revenue:			38,650.00					

PERIOD COST 38,650.00

27 Total Units
ACTUAL GROSS BILLING 38,650.00
AGENCY COMMISSION 5,797.50
NET DUE 32,852.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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